September 26, 1996

OCT 3 RECD.

To: M.A. Young

Dear Mark,

Attached please find two contracts for stores in ASR Marty Perskins assignment where we used extra enhancements moneys to secure RJR enhanced merchandising and pdi/pos positions.

Both stores are on Queens Blvd., and do extremely high cigarette volume. They are both must have stores, and we clearly dominate these stores. One of the stores 45th St. Smoke Shop, is the former Cha's Smoke which has been sold, and the other store is the smoke shop with our camel canopy.

I have approved enhancements for these stores in the amounts of $200 and $150 respectively. I have approved these enhancements in exchange for additional merchandising and advertising, as well as to meet competitive pressures from PM and B&W. I feel that these stores are well worth the dollars we are paying, and I am requesting your authorization for these enhancements.

Sincerely

Steven C. Grossberg

51850 6397

Source: https://www.industrydocuments.ucsf.edu/docs/jgby0000